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ABSTRACT

The Vocational Staff Workshops Project was initiated in 1984 by the California Community College Association of Occupational Education (CCCAOE) to provide staff development activities for vocational education instructors, administrators, and support services staff. In 1991-92, the project was implemented by Orange Coast College, which subcontracted with Shirley McGillicuddy and Associates. Due to a 5-month interruption in the project's operation, resulting from contractual payment problems, and to some redirection of priorities, not all objectives were achieved. However, the following activities were undertaken: (1) support and/or cosponsorship of two workshops for vocational administrators in conjunction with the CCCAOE fall conference which were attended by almost 200 community college professionals; (2) development of a model to address impacted labor markets in cooperation with Mendocino College, and sponsorship of a related workshop, "The Timber Industry in Transition"; and (3) sponsorship of a statewide vocational education teleconference in conjunction with seven regional workshops on the 1990 Vocational and Applied Technology Education Act. Appendixes include the project report to the CCCAOE Board of Directors; a survey of staff development priority interests/needs; workshop and forum evaluation summaries; specifications for the vocational education teleconference; a teleconference feedback form response summary; and a list of teleconference participants. (JSP)

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VOCATIONAL STAFF WORKSHOPS PROJECT

Agreement Number: 90-0435
April 26, 1991 – May 30, 1992

Sponsored by:

ORANGE COAST COLLEGE,
COAST COMMUNITY COLLEGE DISTRICT

in cooperation with

CHANCELLOR'S OFFICE
CALIFORNIA COMMUNITY COLLEGES

and the

CALIFORNIA COMMUNITY COLLEGE
ASSOCIATION of OCCUPATIONAL EDUCATION

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ORANGE COAST COLLEGE
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CHANCELLOR'S OFFICE
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and the
CCCAOE BOARD OF DIRECTORS
(California Community College
Association of Occupational Education)

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This report is made pursuant to agreement number 90-0435. This project was supported by the Carl D. Perkins Vocational Education Act, Title II, Part B, P.L. 98-524, funds administered by the Chancellor's Office, California Community Colleges.

"The activity which is the subject of this report was supported in whole or in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education, and no official endorsement by the U.S. Department of Education should be inferred."

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CHRONOLOGY OF EVENTS

Proposed operational period: February 1, 1991 – May 30, 1992

April 26, 1991	Funding Notification Received
May 16, 1991	Agreement Between Coast Community College District and Shirley McGillicuddy & Associates Effective
August 20, 1991	First quarter billing from Subcontractor OCC could not approve for payment because of labor and benefits billed for subcontractor and support staff
August 23, 1991	Project Director submitted a budget amendment to the COCCC
October 10, 1991	Subcontractor gave 30 days notice to terminate agreement
October, 1991	CCCAOE advanced funds to cover unpaid labor/benefit costs
December 27, 1991	Budget amendment approval received. Project became operational.

PROJECT HISTORY

The Vocational Staff Workshops Project, originally conceived in 1984 by the CCCAOE Board in conjunction with the COCCC, was designed to provide staff development activities for vocational education instructors. The COCCC entered into an agreement with Mt. San Antonio College to operate the project. Richard N. Wright, Dean, Economic Development & Occupational Programs served as project director. Mt. San Antonio College subcontracted with Shirley McGillicuddy & Associates for project implementation. Through several years of operation (not continuous) between 1984 and 1991, Mt. San Antonio College continued to serve as project contractor. The designated project director was also the Staff Development Committee Chairperson for the CCCAOE.

Over the years, the direction of the project changed in response to staff development needs of 107 colleges/71 districts. The target population was broadened to include vocational education administrative, instructional and support services staff. The project Advisory Committee originally consisted of the project directors for the eleven state vocational education advisory committees,the COCCC Dean, Vocational Education and at least one vocational education instructor. The Vocational Staff Workshops project director chaired the committee. COCCC subject area specialists served as Ad Hoc resource to the committee.

During the period when the state advisory committees were inactive, the CCCAOE Board of Directors became the project Advisory Committee. That role was continued through the current project year.

During its history, the Vocational Staff Workshops Project has sponsored a variety of innovative staff development activities beyond the initial concept of four to six hour drive-in regional workshops. Notable among these are: the Celebrate Great Teaching in Vocational Education Seminars designed exclusively for instructors, the Celebrate Great Teaching Leadership Development Workshops to train facilitators for local college implementation of CGT, on-site consultation/training to assist colleges with CGT implementation, the first statewide Vocational Education Teleconference in 1988.

In 1991, Richard A. Chard agreed to assume CCAAOE Board and project responsibilities and the project moved to Orange Coast College, Coast Community College District. Orange Coast College subcontracted with Shirley McGillicuddy & Associates for project implementation. The transition was smooth and the working relationship was supportive and participatory.

The difficulty occurred with District policy and the inability to pay invoices in accord with the approved budget and in the agreement between Coast CCD and the subcontractor. A revised budget was submitted to the COCCC by project director, Richard Chard. This resulted in a five-month interruption of project operation until contract revision approval was received. The project became operational once again on December 27, 1991.

This history, along with chronology, is offered to explain at the outset of this report the major conditions which impacted performance and to help future contractors. With the retirement of Richard Chard, the project, if it is requested and funded by the COCCC for 1992-93, will move to a new location. As of May 30, there is no firm decision about the future of the Vocational Staff Workshops Project.

EXECUTIVE SUMMARY

The Vocational Staff Workshops Project proposed to provide a variety of professional development activities for 1991-92. Because of conditions explained in the chronology and history prefacing this report along with some redirection of priorities, not all objectives were achieved nor all planned activities implemented.

The project supported and/or cosponsored two workshops for vocational administrators in conjunction with the CCCAOE fall conference. One was a follow-up to the Vocational Dean's Retreat, proposed in this project but supported through Peer Prop when funding approval had not been received. The other, Survival Skills for the 90's, provided negotiating skills. The two workshops were attended by almost 200 community college professionals. At the request of the LMI/SSFS project and with the approval of the CCCAOE Board, a workshop to train vocational practitioners in implementing a revised system was financially supported. A second request to support an additional LMI/SSFS meeting was denied. A request to support a planning meeting to design an inservice workshop focused on the Taxonomy of Programs (TOP) and their relationship with LMI was received prior to funding.

The development of a model to address impacted labor markets was sponsored in cooperation with Mendocino College. The resulting local workshop, The Timber Industry in Transition, was attended by over 100 local employers, public sector representatives and Mendocino College professionals.

A proposed vocational education/economic development industry education retreat to address priorities for California's work force for the 90s was recommended for postponement by the CCCAOE Board.

Preliminary planning efforts to sponsor a Celebrate Great Teaching/Great Counseling in Vocational Education did not materialize. A request to offer the seminar after May 30, was not approved. The CGT Leadership Workshop was not appropriate without a CGT.

A statewide Vocational Education Teleconference in conjunction with seven Regional Workshops was sponsored in May. Orders for over 50 video tapes were processed and shipped by KOCE, the producing studio. A follow-up activity to produce and distribute questions and answers generated through the Teleconference which focused on the 1990 Vocational and Applied Technology Education Act will be completed by October 1.

An additional follow-up activity, sponsorship of an Interactive Teleconference produced by Coastline College with three interactive locations will address the VATEA Regulations once they are available from the federal government. This activity will be completed by October 1.

OBJECTIVES

1. Identify regional priority inservice training needs of instructors, administrators and support services staff at 107 community colleges not met through local staff development activities and translate into a master plan of workshops to be sponsored/cosponsored through the project.

2. Plan, schedule, promote, conduct and evaluate a variety of inservice activities designed to meet priority needs of target audiences and serving approximately 700 professionals from a minimum of 75 percent of California community colleges/districts.

3. Provide strategies/techniques for serving high risk, non-traditional and/or culturally different student populations.

4. Encourage local college/district replication and extension of inservice activities by providing on-site consultative assistance, workshop guidelines and resource materials.

5. Assess the long-term impact of the 1990 and 1991 Celebrate Great Teaching and Celebrate Great Counseling seminars by conducting a follow-up study with 100 percent of participants.

Objectives Measurement Outcomes

Objective: **Identify regional priority inservice needs of instructors, administrators and support services staff at 107 community colleges not met through local staff development activities and translate into a master plan of workshops to be sponsored/cosponsored through the project.**

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
A survey questionnaire to assess vocational education instructor, administrator and support staff inservice priority interests/needs, reflecting past experience and existing requests/data base, placed with CCCAOE Board of Directors and related projects/organizations.	A Survey of Interests/Needs was developed and placed with: the CCCAOE Board and to Regional Vice Presidents requesting distribution to area deans and related organizations; the Dean, Vocational Education, COCCC requesting distribution to Specialists with particular emphasis on workshops focused on COCCC communications priorities; related organizations, e.g. Ed>Net, Contract Education. Survey form is shown as Appendix B.
A master list of potential inservice activities to be sponsored through the project, compiled from synthesized survey results.	A Proposed Calendar of Activities, as specified in the project, was developed and distributed to CCCAOE Regional Vice Presidents, the Dean, Vocational Education, COCCC, the CCCAOE Board and related organizations, e.g. Ed>Net and Contract Education.
Validation of survey results and the master plan of inservice activities, utilizing the CCCAOE Board of Directors, a project sponsor, as the Advisory Committee.	Survey responses were synthesized, prioritized and presented to the CCCAOE Board at its October meeting and to the membership through a release prepared for the CCCAOE newsletter.
Distribution to the COCCC Vocational Unit, local and statewide vocational groups and related projects to gain additional input.	

MEASUREMENT: Responses received and effectiveness of planned activities including presenter/participant response, CCCAOE Board assessment and project staff review and translation into a list of priority activities for sponsorship.

COMPARISON: Response volume was not as great as anticipated; however, the Regional Vice Presidents represented and sensed the pulse of their constituency.

Objective: **Plan, schedule, promote, conduct and evaluate a variety of inservice activities designed to meet priority needs of target audiences and serving approximately 700 professionals from a minimum of 75% of California community colleges.**

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
A variety of inservice activities including such options as:	Procedures and planning forms were developed and distributed to individuals who had requested workshop sponsorship through the project.
• One occupational education/administrator/industry retreat for approximately 30 participants focused on vocational education priorities and strategies for the 90s.	The proposed Vocational/Technical Industry/Education Leaders Retreat proposed for February was not held, in accord with the recommendation of the CCCAOE Board.
	Prior to funding a Vocational education/economic development leaders retreat was held. Sponsorship was arranged by the project monitor through PEER PROP.
• One Celebrate Great Teaching in Vocational Education seminar for approximately 25 vocational instructors.	One combined Celebrate Great Teaching/Career Counseling Seminar was proposed for 1992, subject to COCCC approval to schedule in June. Planning was initiated. Approval was not received.

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
• One Celebrate Great Teaching Leadership Development Workshop for approximately 10 participants from 1989 and 1990.	The Leadership Development Workshop was not appropriate without a scheduled CGT.
• Four or five regional workshops focused on vocational education priorities and strategies for the 90s	A statewide two-hour vocational education VATEA teleconference in conjunction with 7 Regional Workshops and distribution of over 50 videotapes. See separate teleconference section of this report.
• Four or five regional workshops focused on COCCC vocational education communications priorities.These were to be a follow-up to the leaders retreat which was not held.	An interactive teleconference originating from Orange County with three interactive/viewing locations will inservice vocational educators on this new technology and provide priority information on VATEA regulations.
• Approximately 4 drive-in workshops addressing identified inservice priorities with special attention directed toward industry/education collaboration and showcasing special projects/exemplary practices.	The Timber Industry in Transition on the North Coast forum, November 15, sponsored in cooperation with Mendocino College, was attended by 112 participants. These were from the target populations of business/industry, job developers and placement professionals and vocational educators. Attendance by other community colleges in the region was not achieved. The objective to develop a model to service the needs of depressed industries which could be replicated by other community colleges was partially achieved. In accord with policy set by the CCCAOE and the COCCC, the project provided travel and meeting expense support for a SSFS/LMI planning meeting in May.
• Three administrator workshops held in conjunction with CCCAOE statewide meetings.	Two workshops in conjunction with the CCCAOE statewide meeting were held in October. One was a follow-up to the vocational education/economic

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
	development administrators retreat. The other featured Survival Skills for the 90s. Approximately 200 participants attended. Abstracts of both workshops are shown as Appendix C.
Evaluation of workshops distributed to workshop and project principals, COCCC, CCCAOE Board of Directors. Utilization of data as a base for future planning.	Workshops/activities completed were evaluated. The limited data available is included in Appendix D.
Identification of colleges/districts **not** participating in inservice activities and assessment of the reason and alternative approaches to serve their interests/needs.	Project interruption and incompletion did not warrant this action.

MEASUREMENT: Participants and/or presenters evaluated activities. Abstracts, which include assessment and evaluation summaries are included in Appendix ____. The CCCAOE Board was provided progress reports and summaries of activities to assess results. The project director and subcontractor monitored progress and obstacles on a continuous basis.

COMPARISON: Actual Outcomes do not attain those proposed. A variety of factors influenced results as is documented in the chronology section of this report. Delayed funding (end of April in 1991) prevented the implementation of a CGT for that summer. An effort was made to offer a combined teaching/ counseling seminar in 1992; however, it was not approved by the COCCC as a follow-up activity. The Vocational Education Teleconference and seven Regional Workshops required major attention during April and addressed the critical priority of interpretation of VATEA. The planned follow-up activity, sponsorship of an interactive teleconference addressing VATEA Regulations is also a critical priority.

Objective: **Provide strategies/techniques for serving high risk, nontraditional and/or culturally diverse student populations.**

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
Workshops/seminars which incorporate innovative/exemplary strategies and techniques for improving programs and services for disadvantaged, limited English speaking, culturally diverse, disabled and non-traditional students through vocational education.	Identified presenters, possible locations, based on survey responses and the high priority interest expressed in workshops addressing special student populations. Workshops were not completed.
Evaluation of the impact of strategies/techniques on workshop participants and distribution of this data to workshop and project principals, COCCC, CCCAOE Board of Directors.	

MEASUREMENT & COMPARISONS: Not Appropriate.

Objective: **Encourage local college/district replication and extension of inservice activities by providing on-site consultative assistance, workshop guidelines and resource materials.**

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
Assessment of college interest in and commitment to replicating Celebrate Great Teaching/Counseling seminars for local college/district faculty.	This activity was not judged to be a priority by survey respondents.
Implementation assistance for colleges/districts, including: • Leadership Development Workshop • On-site consultative visit by an experienced leader • Working procedures and resource materials.	Individual counseling/referral/resource assistance was provided in response to requests. Two subject area specific seminars were being considered, one for northern California Nutrition instructors and one at Diablo Valley College for the Business Division.

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
A follow-up evaluation report to assess impact of local implementation.	Informal follow-up review was completed.
Refinement of Celebrate Great Counseling Model for future replication.	The CGC Model was not implemented/ tested so could not be refined.

MEASUREMENT: Partial assessment through priority assignments by CCCAOE Board. Considered not worthy of promotion by project staff since CGT/C could not be completed. Field reaction to assistance provided was positive.

COMPARISON: Actual Outcomes were below planned expectations.

Objective: **Assess the long-term impact of the 1990 and 1991 Celebrate Great Teaching and Celebrate Great Counseling seminars by conducting a follow-up study with 100% of participants.**

ANTICIPATED OUTCOMES	ACTUAL OUTCOMES
A follow-up study with participants in the 1990 and 1991 Celebrate Great Teaching and Celebrate Great Counseling seminars to assess long-term influence and effect.	Due to the cancellation of the 1991 CGC Seminar and late funding which made a summer 1991 CGT seminar impossible, a follow-up study could not be conducted.
Disseminate analysis of results to facilitators, represented California community colleges/districts and related projects and agencies.	

MEASUREMENT & COMPARISON: Not Appropriate.

ACTIVITIES

PRIOR TO FUNDING:

- A report was prepared for the CCCAOE Board outlining project expectations and activities projected for 1991-92. In anticipation of February 1 funding approval, a proposal for a PARTNERSHIPS 2000: VOCATIONAL EDUCATION PRIORITIES RETREAT was submitted for CCCAOE Board for review and approval. See Appendix A.
- Retreat sites in accord with the project budget and the desire to keep participant fees at a maximum of $100 were shopped for costs, facilities and available dates. Manresa Retreat Center, Azusa was booked.
- When the project was not funded by February 1, the project monitor arranged to have the retreat supported through the PEER PROP Project.
- A site, Ralston L. White Retreat, for a summer 1991 Celebrate Great Teaching Seminar was booked. Preliminary identification of facilitators was initiated. This was essential since the project was already behind schedule for planning the Seminar. Advance publicity and applications are generally started in January.
- Requests were received in February to fund an LMI/SSFS training workshop for $2,500 and a planning meeting for inservicing the CCCAOE on the taxonomy of vocational programs and their relationship with LMI for $3,025. Both request were denied since the project had not been funded.

AFTER FUNDING:

- A survey form was designed and presented to the CCCAOE Board by the project director. Regional Vice Presidents were requested to poll their regions and place surveys with area deans and other organizations in their consistency. Surveys were placed with the Dean, Vocational Education COCCC with a request they be distributed to vocational specialists. Forms were also sent to related organizations and projects, e.g. EdNet, Contract Instruction.
- Survey results were analyzed, tabulated and synthesized into a calendar of staff development activities and submitted to the CCCAOE Board and in a news release to the CCCAOE Newsletter.
- The CGT site was canceled because of late funding and the short lead time to implement a summer 1991 seminar.
- Workshop planning forms were sent to individuals/organizations requesting support/sponsorship for activities. Requests were processed and discussed with the project director as they were received.
- Identification of presenters/workshop leaders for priority topics was explored. Special attention was directed toward related projects focused on diversity to find vocational instructors who could provide hands-on strategies rather than philosophical theory.
- Travel claims were processed for a LMI/SSFS Technical Training meeting held

May 28-29, 1991 and authorized for support through the project. Claim forms were returned to the San Diego CCD for correction in accord with the state travel policy. Corrected Travel Claims were approved by the subcontractor and submitted with the first quarter billing.

- The first quarter progress report was prepared for the COCCC and the CCCAOE Board and billing was submitted to OCC. Coast CCD could not process the bill because subcontractor support staff labor and benefits were included. Project Director Chard submitted a budget revision to the COCCC. It was agreed that the project would go on maintenance level while the agreement was being negotiated.
- In October the subcontractor regrettably gave 30 days notice of termination to OCC. The project director arranged to have CCCAOE advance the outstanding part of the first billing and labor costs incurred since August.
- The project supported two workshops in conjunction with the CCCAOE fall conference, one a follow-up to the vocational education/economic development leaders retreat held in February and focused on reorganization decisions for CCCAOE. The other, Survival for the 90s, featured negotiating skills. Abstracts for both presentations are included in the Appendixes.
- Major coordination and support was provided to Mendocino College in designing and implementing a forum for a high-unemployment area and a depressed industry. The North Coast Timber Industry in Transition forum was designed for employers, public and private agency representatives, EDD and private employment agencies, job developers, economic development and vocational educators and administrators. The project:

- Guided and coordinated planning with Mendocino College.
- Designed a promotional mailer and after approval by Mendocino mailed to regional target audiences in excess of 500. Included were community colleges in the northern California region. Quantities were sent to Marie Myers the Mendocino College forum coordinator for additional distribution.
- Confirmed details and arrangements with presenters and panelists Including hotel reservations.
- Confirmed local arrangements with meeting room and registration set-up, AV requirements, food services for breaks and lunch., etc.
- Submitted the forum agenda to Mendocino for approval and an evaluation form. Produced the agenda and evaluations for the Forum.
- Processed and confirmed registrations and provided advance registration lists to Mendocino and the presenters/panelists.
- On-site coordination assistance was provided by project staff the day of the Forum. Over 100 participants attended. A large number were walk-ons. Unfortunately, representatives from no other community colleges attended.
- Evaluation forms were tabulated and summarized for distribution to the Mendocino planning team and presenters/panelists. Abstracts received are included in Appendix C, Forum evaluation summary, Appendix I)

The College did not provide a summary of the forum which could be distributed to other community colleges for replication with depressed industries/high rates of unemployment.

- Approval of the revised budget was received December 27. The project director informed the subcontractor the Coast CCD would honor billing and to proceed with implementation and submitting bills.
- The project director submitted a request to the project monitor to allow sponsorship of a combined Celebrate Great Teaching/Career Counseling in Vocational Education Seminar in June 1992, after project funding ended. A site was reserved in northern California. Preliminary contacts were made with potential facilitators. When approval was not received the CGT/CGC was canceled.
- Coordinated and sponsored a Statewide Vocational Education Teleconference featuring the Perkins VATEA. Because of the magnitude and detail of this activity, it is treated in a separate section of this report.
- Maintained continuous contact with the project director and through him with CCCAOE. Prepared progress reports on schedule, reports for the CCCAOE Board and others on request.
- Responded to individual requests for assistance, e.g. advising on CGT Seminars, presenters and workshop leaders, facility selection, etc.

FOLLOW-UP ACTIVITIES

Produce and distribute 25 duplex pages of questions and answers from the May Teleconference to 150 vocational education and related deans.
Completion Date: By October 1, 1992

Coordinate and promote a statewide Interactive Teleconference originating from Coastline College with three interactive sites: Orange County, Sacramento, San Jose to inservice vocational education and related staff on this new communications technology and the VATEA Regulations.
Completion Date: By October 1, 1992

STATEWIDE VOCATIONAL EDUCATION TELECONFERENCE

Dr. Pat Stanley, Dean, Vocational Education, COCCC requested support for the project for a statewide teleconference on the Perkins Vocational and Applied Technology Education Act. In 1988, the project coordinated the first statewide vocational education teleconference. The Vocational Staff Workshops Project had established support for COCCC vocational education communication priorities as a highly important activity.
Some key steps in the teleconference are listed below. Appendix F includes Teleconference planning, procedures and promotional materials.

February 13: Dean Stanley and Kim Perry, specialist and designated monitor for the teleconference, met with project director Chard and subcontractor McGillicuddy for teleconference planning. In advance of the meeting, a packet was prepared detailing the 1988 teleconference procedures, evaluations and recommendations, costs and the detailed schedule. The following decisions were made:
Date: Tuesday, May 5, 1992
Time: 1:00 - 3:00 p.m.
Presenters: Part I: Dr. Pat Stanley, Dr. Susan Sargent, Peggy Olivier, Kim Perry and Michael Brustein, AVA Legal Counsel and an expert on VATEA and educational law.
Part II: A field reaction panel of vocational practitioners and a business/industry representative.
Call-in questions to be answered during a designated time following Part I and with open call-in during Part II.
Regional Workshops: Schedule for the six CCCAOE Regions. A COCCC staff member would be present at each site to serve as a resource.

STUDIO SELECTION

Following the planning meeting, specifications were prepared (see Appendix E) and distributed to three studios: De Anza College, Sacramento City College and KOCE on the Golden West College campus. Advance research had shown that all three stations had the capability to produce a statewide teleconference for community colleges. Bids submitted from Sacramento City College and KOCE were comparable. Since KOCE was located within the project contractor's district, the decision was made to award the contract to that station.

REGIONAL WORKSHOPS

A letter and planning form were sent to the six CCCAOE Regional Vice Presidents requesting the identification of a host college for teleconference viewing. The time for workshops was set for 12:45 - 3:30 p.m. for advance orientation by the VP and the COCCC resource and following the teleconference for a continuance of call-in questions.

Seven Regional Workshops were scheduled plus a live studio audience at KOCE. Kim Perry served as resource for the viewing at Golden West since her presentation was brief. Regional V Ps and Workshops Hosts were notified of the COCCC resource for their site.

DETAILED PLANNING AND ORIENTATION OF COCCC STAFF

Project staff met with the COCCC on April 10 in Sacramento. Prior to that time a preliminary schedule was developed along with guidelines and procedures for the Teleconference and Regional Workshops.

The objective of regional viewing sites/workshops was discussed and the COCCC Resource staff person's role, particularly how to handle questions to avoid repetition and lengthy dissertations. COCCC staff volunteered for specific locations.

PROGRAM

During the planning meeting at the COCCC, the staff involved with presentations developed additional detail for the program working with project staff. This was developed into a time allocation and the first version of the Teleconference outline. The detailed information was distributed to presenters and panelists with letters of confirmation, to the COCCC Regional resource and to KOCE and the director who had been retained for the Teleconference. All were invited to provide input. Graphics and exhibits were requested so planning/production could be initiated.

A revised outline was prepared and distributed to the same key people. A meeting was held with the director. Continued contact was maintained with the KOCE Operations Coordinator, the director and the presenters.

Prior to the Teleconference, a brief script was written for Chancellor Mertes. Arrangements were made with Sacramento City College to video tape the Chancellor's presentation to introduce the teleconference. The tape was provided to the director during the planning meeting.

The rehearsal was held in the KOCE studio on Monday afternoon, May 4. Prior to that the director and project staff reviewed the detailed schedule, graphics/exhibits, announcements and selected background music. Following the rehearsal, the director and project staff continued to work on details for the teleconference.

Additional exhibits/graphics were requested and these were produced overnight. Tuesday morning, the presenters/panelists did a talk-through with Michael Brustein who was unable to arrive from Washington D.C. until late Monday night. Additional refinements were made in the presentation/discussion. This was scheduled from 9:00 to 11:00 a.m. until the first make-up call.

During the morning the director and project staff continued to work on production details, graphics/exhibits, etc.

The project director recruited vocational education staff to handle phone lines. It was important to have knowledgeable personnel who understood the jargonese of vocational education and VATEA. KOCE did not have an 800 number so calls came in collect. Studio staff trained the call handlers. Dick Chard coordinated the calls determining which would be transmitted live into the studio.

The test period was set for 12:30 p.m. Advance mailing included technical information including the test period and the number to call for technical assistance. The calls were heavy. Some colleges were unable to receive the teleconference including one regional site.

The teleconference moved quickly, stayed within the time schedule and had a limited number of glitches. It was difficult to hear the called-in questions and there was interference noise. This was distracting and irritating. The volume of questions was good and they continued after the telecast so it was wise to have an extended time. There was no way to anticipate the number of calls. At the 1988 teleconference, there were very few calls. The teleconference was video taped. An order was included with the Feedback form. These were processed, mailing labels were furnished to KOCE and they were shipped by the station. Over 50 tapes were ordered.

PROMOTION

A preliminary letter cosigned by Pat Stanley and Dick Chard and enclosing a quantity of announcement cards was sent to 107 colleges/71 districts to deans of vocational education and student services. The second stage mailing included a brief schedule, locations of Regional Workshops, technical information and a Feedback Form. A master of the latter was also provided to Regional VPs.

DEBRIEFING

Immediately following the telecast, project staff met with the COCCC presenters to get their reaction to the conference. In general, they were pleased with the results. Discussions were held with the director and other studio staff to identify problems to correct in the future. All were requested to summarize their comments for the project report.

EVALUATION

A small number of Feedback forms were received. These are summarized and included in the Appendixes. An additional quantity was received after the tabulating had been completed. These were from the MiraCosta workshop, reflect an audience of about 25 and are in general much more positive than those tabulated. Technical problems and the telephone noise were the major criticisms. It was difficult to follow the large amount of information presented without handouts at the Regional Workshops.

OBSERVATIONS AND RECOMMENDATIONS

- Although the bids were competitive, the actual KOCE bill came in 35% higher than the bid. In actuality, it was not competitive with the other bid received.
- The studio had only one monitor which faced the set. This meant that the studio audience could not see the graphics/visuals which was a loss for them.
- According to the Operations Coordinator, the telephone noise could have been avoided through more detailed, longer training for the call handlers. This should be carefully planned for in the future.
- Graphics needed improvement. Those shot with the camera were not clear or, in some instances, readable.
- The technical difficulty to the extent of poor or no reception at some sites was keenly disappointing. No clear explanation of the cause was provided by the studio.
- KOCE staff and the director were wonderfully cooperative, professional and easy to work with. There was no display of temperament which often is characteristic. The facilities were excellent. Coast CCD has reason to be proud of this fine facility and gracious and accomplished staff.
- The added coordination and scheduling for the seven Regional Workshops is extensive. Although their addition was an outgrowth of recommendations from the 1988 teleconference there was no feedback to indicate their value. It required extensive allocation of resources from the COCCC to provide staff at all locations. Careful analysis and review is needed before combining the two activities again.

DISSEMINATION

Continuous communication was maintained with the CCCAOE Board and the COCCC. Regional Vice Presidents were utilized as a conduit for information to area deans' groups and other organizations in their consistency. Announcements of sponsored activities were distributed to regional target audiences or to 107 colleges/71 districts. Teleconference promotional materials were distributed at other meetings/workshops, e.g. 500 preliminary announcement cards were distributed at the Chancellor's Office Statewide Conference on April 1 in San Francisco, quantities were provided to CCCAOE Regional VPs and to the COCCC.

The teleconference was transmitted statewide. Over 50 video tapes were sent. Many colleges taped the conference locally.

Progress reports were completed and filed with the COCCC and distributed to the CCCAOE. The final report will be placed with ERIC and in the number specified with the COCCC.

EVALUATION

The project director and project subcontractor worked closely to analyze and evaluate the many variables which impacted the project and tried to pull things together when the amended budget was approved and full operation could commence. The CCCAOE Board acted on reports and recommendations and provided advisement to project direction and modification.

Individual activities were evaluated by participants and, in some instances, by presenters or facilitators. Evaluation summaries, where available are included in the Appendixes. Evaluation data was discussed by project staff and presented to the CCCAOE Board. All evaluation data was utilized to guide future planning.

Individual requests for support and or sponsorship were discussed by the project director with the subcontractor. Alternatives were carefully weighed before making a decision.

In the case of the teleconference, formative and summative evaluation was used extensively. The COCCC participants were full partners in the evaluation along with the KOCE staff. Regional VPs and area deans provided input to the project director.

In the case of the proposed vocational education industry/education retreat, a planning committee met to discuss the timing and appropriateness of that activity while CCCAOE was still going through reorganization. It was the recommendation of that group and endorsed by the Board that the retreat should be postponed.

Activities for which the project provided financial support were difficult to evaluate. Very limited input was provided which makes it difficult to assess impact and effectiveness.

OBSERVATIONS AND RECOMMENDATIONS

- Teleconference observations and recommendations are included in that section of the report, please refer to page 18.
- The recommendation discussed between the project director and the subcontractor and endorsed by the CCCAOE Board for reconstituting the advisory committee should be implemented. Although the Board provided guidance and direction, they have many priorities to address at their meetings. A separate committee could give more focused attention to project advisement and become a stronger ally in promoting and implementing activities. The composition suggested was three representatives each from the state advisory committees, the vocational representatives in the Academic Senate and the CCCAOE Board.
- Funding delays always complicate the implementation of activities. Lead time for planning and promoting the more involved seminars such as CGT, is extensive. A CGT Seminar has not been held for two years. Yet this has been judged one of the more successful activities in the past. Offering a similar activity in the future will take extensive training and orientation time for facilitators and to build local college enthusiasm.
- College sponsorship of projects and the use of a subcontractor need careful review. The inactive time in this project year is a prime example of what can occur.
- Providing financial support only to other projects and activities without any input to assess effectiveness or value is not consistent with the project objectives and removes the accountability from the control of the contractor.

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Appendix A

Vocational Staff Workshops Project
Report to CCCAOE Board of Directors

January 1991

From: Richard Chard, Chairperson Staff Development Committee

Status 1990- 91 Project: Contractor, Mt. San Antonio College Funding Notification to Subcontractor, 1 /12/90 Activities in Process: Celebrate Great Counseling Model and Seminar

Designed for Career Counselors, Based on Celebrate Great Teaching in Vocational Education Seminar. $15,000 Addendum to 1990-91 project, extended funding to 6/30/91 (Basic Grant, $75,000 spent, Summary of Activities Reported to CCCAOE, October 1990)

1991-92 Project: Contractor, Coast Community College District
Operational Period: 2/1/91(proposed) - 5/30-92
(See Attached Copy of Proposal)

Activities

- Partnerships 2000: Vocational Education Priorities Retreat for 25-30 community college vocational education administrators, COCCC managers and key public/private sector representatives.
  Proposed dates: Wednesday, February 20, 4:00 p.m. - Friday, February 22, 3:00 p.m.
  Manresa Retreat Center - lodging, meals, retreat included
  Registration Fee: $100
  Participants responsible for their own transportation

- Partnership 2000: Vocational Education Strategies for the 90's Four to Five Regional Workshops to extend/gain commitment to statewide priorities and action plan identified by retreat participants.

- Administrator Workshops: Three in conjunction with CCCAOE spring/fall conferences ~ $2,000 each maximum plus project staff support.

- COCCC Communications Priorities: Four to five Regional Workshops or Teleconference, content identified by Vocational Education Unit in conjunction with CCCAOE Board of Directors.

- Industry/Education Cooperation Workshops: Four Regional Workshops focused on area priorities/concerns. One requested from V.P. Susan Bell focused on timber and related industries and retraining displaced workers.

Celebrate Great Teaching in Vocational Education

- One seminar for 24 instructors.
- One Leadership Development Workshop to train facilitators for local implementation.
- Local college consultation/on-site visits to assist colleges/districts with implementation of CGT.
- Follow-up study with CGT participants 1990 & 1991 to assess long term impact and future plans.

Celebrate Great Counseling

- Refinement of Model developed and implemented in 90-91 and follow-up study with participants.

Partnership 2000: Vocational Education Priorities for the 90's

Objective: Identify California Community College Vocational Education priorities for the 90's and strategies for action.

Participants: Invitational for 25 to 30 individuals designated by CCCAOE Board of Directors. Participants may include the following:

Officers 5
Regional V.P.s 4-5 ?
Committee Chairs 7
COCCC 2 minimum
Executive Secretary ?
Industry (Cal. Ind./Ed Cncl./Dept. of Commerce)
Additional Community College Participants
- President
- Instructional (CIO)
- Student Services

Trustee/Board of Governors
Legislator
State Department of Education Representative

Description: The Occupational Education Leaders Retreat is designed for CCCAOE Board of Directors and key statewide leaders committed to identifying, planning and implementing Vocational Education priorities for the 90's. During the short concentrated retreat, attention will focus exclusively on strategies and action for essential change to meet work force demands in the decade ahead, strengthening the leadership position of California community college Vocational/Technical education and identify alternative methods for delivering education and job training/retraining/upgrading.

Each participant will prepare and submit a one page position paper prior to the retreat which will be the basis for discussion and identification of priority issues and strategies for action

Large group sessions will be conducted by a professional training development consultant. Four facilitators will be identified from the participant group, provided with orientation and training and will lead the small group sessions.

The action plan developed during the retreat will be widely disseminated statewide through CCCAOE Conferences and four to five regional workshops.

A tentative schedule is attached.

The CCCAOE Board needs to develop the list of participants immediately if February 20 - 22 dates are final.

Occupational Education Leaders Retreat

Tentative Schedule

Wednesday, February 20

12:00 noon	Lunch
1:00 p.m.	Facilitator Training/Orientation
4:00 p.m.	Registration and Check in
5:15 p.m.	Social
6:00 p.m.	Dinner
7:30 - 9:00 p.m.	Orientation to Format and Anticipated Outcomes Issues/Trends Retreat Consultant

Thursday, February 21

8:00 a.m	Breakfast
9:00 a.m.	Large Group: Preparation for First Break-out
10:00 a.m.	Small Groups: Discussion of Position Papers Discussion leaders: Four Facilitators
12:00 noon	Lunch
1:00 p.m.	Large Group:
2:00 p.m.	Small Groups: Discussion of Position Papers continues
3:15 p.m.	Reassemble To Form New Small Groups
3:30 p.m.	Small Groups: Discussion of Position Papers
4:45 p.m.	Free Time
5:15 p.m.	Social
6:00 p.m.	Dinner
7:00 p.m.	Large Group Session: Assessment/Sharing - Establishing Priorities
8:30 p.m.	Activity/Optional

Friday, February 22

8:00 a.m.	Breakfast
9:00 a.m.	Large Group: Orientation to Action Planning
10:00 a.m.	Small Groups: Action Strategies Tied to Specific Priorities
12:00 noon	Lunch
1:00 p.m.	Large Group: Synthesis of Action Strategies, Commitment and Time-Line
3:00 p.m.	Adjourn

Appendix B

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

June 5, 1991

To: CCCAOE Regional Vice Presidents
Pat Stanley, Dean, Vocational Education, COCCC
Related Project Managers

From: Shirley McGillicuddy, Project Subcontractor

The VOCATIONAL STAFF WORKSHOPS project has been funded and we are anxious to get things operational. COAST COMMUNITY COLLEGE DISTRICT is the new fiscal agent for the project. Dick Chard, Associate Dean, Vocational/Occupational Education and Staff Development Chair for CCCAOE is the Project Manager. I will continue to serve as the subcontractor responsible for project implementation.

Right now, we need your help. Enclosed are several copies of the planned activities proposed in the project and a survey form. Please distribute to Area Deans Organizations and others in your region, and in the case of Pat, to COCCC Specialists. Related projects will continue to be serviced when possible within the budget and objectives.

Please return completed forms to me for compiling. Dick will be reporting to the CCCAOE Board, which serves as the project Advisory Committee and will collect their input.

Thanks for your cooperation and support!

Please contact me at:

671 Chaparral Road
Sierra Madre, CA 91024
(818) 355-8715

R. Chard
D. Estrada

Alfred P. Fernandez, Ph.D., Chancellor

District Board of Trustees
Sherry L. Baum
Paul G. Berger
Walter C. Hewahi
Nancy A. Pollard
Armando R. Ruiz
Caroline M. Wester (student trustee)

VOCATIONAL STAFF WORKSHOPS PROJECT 1991-92

PROPOSED CALENDAR OF ACTIVITIES

	Summer	Fall	Winter	Spring
Identify/survey vocational education staff development priorities.	X			
Plan, schedule, confirm workshops/seminars. Distribute Master Calendar.	X			
WORKSHOPS Vocational Education managers in conjunction with CCCAOE (2)		X		X
COCCC Communications priorities, Teleconference or 4-5 regional	X		X	
Vocational Education priorities/ strategies, 4-5 regional			X	X
Industry/education local/regional issues, 3-4		X	X	X
VOCATIONAL/TECHNICAL INDUSTRY/ EDUCATION LEADERS RETREAT Establish vocational/technical priorities/strategies for the 90's.		X		
CELEBRATE GREAT TEACHING Leadership Development Workshop		X		
On-site Consultation/Training			X	
Celebrate Great Teaching Seminar				X
CELEBRATE GREAT COUNSELING Refine Model	X			
Conduct Follow-up Study			X	

VOCATIONAL STAFF WORKSHOPS PROJECT 1991-92

SURVEY OF STAFF DEVELOPMENT PRIORITY INTERESTS/NEEDS

The goal of the Vocational Staff Workshops Project is to meet staff development priorities for Vocational Education instructors, counselors, administrators and support services staff. Your suggestions/recommendations are important to the identification of priority issues, trends and training needs which should be addressed. Most activities will be held in regional locations readily accessible for target audience participation.

Please take a few minutes to complete this survey. **COMPLETE BOTH SIDES OF THIS FORM.** Thanks for your help!

STAFF DEVELOPMENT PRIORITIES

Topics	Target Audience	Region/ Location	Workshop Leader/Presenter (name/contact information)
Priority #1			
Priority #2			
Priority #3			

CELEBRATE GREAT TEACHING in VOCATIONAL EDUCATION

The Vocational Staff Workshops Project has sponsored three Celebrate Great Teaching activities which include:

- CGT Seminar; 3 1/2 day retreat for 24 Vocational instructors.
- Leadership Development Workshop - 2 day to train past CGT participants to facilitate the Seminar for the project or for their own college/district.
- Consultation/Training Site-Visit & Masters of Materials to assist a college/district with implementation.

Please indicate your priority assessment of each of these.

		High Priority	Moderate Priority	Not a Current Priority
Participant Cost $100 + Travel -	CGT Seminar Traditionally held in June Is there another preferred time to schedule? ❑ Yes ❑ No Indicate month_____			
None for Project Sponsored College Sponsored Lodging + Travel	Leader Workshop Traditionally held in spring, proposed for Fall.			
None College/District Cost for Implementation of Seminar	Consultation/Training Site-visit & Masters Scheduled on request.			

Additional Comments:

Your Name:_____Title_____

College:_____Telephone (____)_____

RETURN TO THE PERSON WHO GAVE YOU THIS FORM OR MAIL TO:

Dick Chard
Staff Development Chair, CCCAOE
ORANGE COAST COLLEGE
2701 Fairview Road
Costa Mesa, CA 92626

OR Shirley McGillicuddy
Project Subcontractor
671 Chaparral Road
Sierra Madre, CA 91024

SPONSOR: The Vocational Staff Workshops Project is sponsored by the Chancellor's Office, California Community Colleges in cooperation with Coast Community College District and the CCCAOE (California Community College Administrators of Occupational Education).

Appendix C

Title:	CCCAOE: Organizational Transitions
Location:	Palm Springs, California
Date:	October 7, 1991
Objectives:	To obtain feedback from CCCAOE members on action plans to implement revised organizational goals.
Abstract:	Overview of organization's revised membership, mission and goals were presented to participants in a large group session. Afterward, the participants attended six break out sessions facilitated by senior CCCAOE officers to obtain suggestions on goal priorities and specific strategies for action. At a final large group session, each small group reported its findings and suggestions.
Assessment of Workshop:	Very Effective. Explanation for Rating: Achieved all objectives and obtained necessary feedback to proceed in redirecting the association. A final report with identified priorities and recommendations will be mailed to all conference participants and results utilized at the February Planning Retreat.

Fred Carvell, Paulette Perfumo-Kreiss
Persons Completing Form

Title:	Sanity for Survival – Negotiation Skills for Win-Win Situations
Location:	Palm Springs, California
Date:	October 9, 1991
Objectives:	To develop effective negotiation skills which diminish conflict.
Abstract:	This was a combination lecture and audience participation program. The first segment covered negotiation theory and reasons for conflict; the second covered the technology for handling and diminishing conflict. The audience evaluations were positive – the only complaint was that the program was too short.
Provision for Serving Special Population:	N/A, although techniques presented can be applied in all situation.
Assessment of Workshop:	Very Effective. Explanation for Rating: Excellent presentation and very upbeat.

Ina Rae Lapum
Person Completing Form

Title: The Timber Industry in Transition on the North Coast

Location: Mendocino College

Date: November 15, 1991

Objectives: Economic development and the environment.

Abstract: It's my opinion that the best clean industry we can attract to help us through this transition facing the timber industry is to court the 3,000 or more non-industrial private forest land owners (NIPFs) who have land in Mendocino County.

As a group, NIPFs currently control about half of the commercial timber and timberland base in this county, but are only supplying about 15-20 percent of the annual harvest. These owners, as a class, are not cutting their timber at a substantial level. They are growing more than three times more wood than they are cropping. There are two basic reasons to explain why this situation exists. These owners are extremely diversified in their motives for managing their lands, and timber harvesting is not a high priority for them. They have not been actively solicited for their timber as many of our mills have preferred to utilize their own less expensive timber rather than actively compete on the open market.

What we simply need to do is to convince our local loggers and mill managers to cater to these individuals by offering them special customized inducements to overcome their fear of logging. We need to educate these NIPFs by giving them more facts about marketing their valuable commodity and showing them that their cherished environment is not going to be irrevocably damaged. If we can successfully change these attitudes and behavior, and thus have our non-industrial owners contribute an additional 100 million board feet to the annual pool, this would insure a saving of at least 750 timber industry jobs within the local community.

Assessment of Workshop: Very Effective.

Pete Passoff
Person Completing Form

Title:	The Timber Industry in Transition on the North Coast
Location:	Mendocino College
Date:	November 15, 1991
Abstract:	The object of our presentation was to discuss how by developing a "Community Partnership" we could establish cooperation whereby we could gain local control over the issues threatening our economic well being. By taking control of these issues we could tap both the short and long term economic potential presented to us by the timber resource in Mendocino County.
Provision for serving Special Populations:	This workshop addressed the needs of Adults needing Training/Retraining.
Assessment of Workshop:	Very Effective. Explanation for rating: The workshop was the first step in taking a positive look at the timber industry in Mendocino County. It not only got a group of people thinking positive, but suggested some concrete steps that could be taken to achieve economic growth.
Recommendations for Future Sessions:	Follow up on the last session by focusing more on specific steps that can be taken.

Art Harwood
Person Completing Form

Title:	The Timber Industry in Transition on the North Coast
Location:	Mendocino College
Date:	November 15, 1991
Objective(s):	Outline the changing timber legislative and regulatory climate in the state.
Target Population:	Timber industry, timberland owners, concerned public
Abstract:	California has had a Forest Practice Act since 1945. The current Act was instituted in 1973 and requires various limits on timber harvesting. There has been increasing pressure in recent years to provide for sustained yield, stronger protection for wildlife and water and protection of old-growth. Public controversy surrounding harvesting resulted in two voter initiatives, which failed in the 1990 election. Four timber reform bills were introduced in the 1991 legislative session. They were merged into one bill, AB 860, which was vetoed by the Governor. The Governor asked the Board of Forestry to institute regulations to protect forest values until new legislation is passed. The Governor also asked a small group of Administration, environmental and timber representatives to create a new timber reform package. That package was distributed on November 5, 1991. Legislation and another initiative may be on the agenda in 1992.

Kenneth Delfino
Person Completing Form

Appendix D

The Timber Industry in Transition on the North Coast
Mendocino College • November 15, 1991

FORUM EVALUATION SUMMARY

n = 112
responses: 35 (31.3%)

		Excellent	Very Good	Adequate	Disappointing	Poor	N/A
The forum met your objectives for attending:	1	31.4	22.9	31.4	8.6	0.0	5.7
Forum objectives were:							
• Clearly stated:	2	34.3	37.1	22.9	5.7	0.0	0.0
• Achieved:	3	22.9	34.3	28.6	2.9	0.0	11.4
Content was interesting & stimulating:	4	22.9	37.1	28.6	8.6	0.0	2.9
Information presented was applicable to your interests/job responsibilities:	5	20.0	42.9	28.6	0.0	2.9	5.7
Techniques introduced helped you:							
• Meet needs for retraining & upgrading job skills in work force:	6	5.7	14.3	28.6	14.3	2.9	34.3
• Identify industry/education/government cooperative training potential:	7	25.7	20.0	28.6	14.3	2.9	8.6

62.9%	Female	17.1%	Vocational Educator	17.1%	Community College
31.4%	Male	40.0%	Career Counselor/Job Developer	22.9%	Business/Industry
5.7%	No Response	17.1%	Employer	5.7%	GAIN
		37.1%	Other*	0.0%	HRD
		2.9%	No Response	42.9%	Other**
				11.4%	No Response

***Other Classifications** included: Program Manager, Small Business Assistance, Government (2), Secretary/Community College, Forester (3), College Administrator, Reporter, Community Development Activist, Ca Training Benefits Spec., Small Timberland Owner/Independent Journalist.

***Other Affiliations** included: CHDC, CEMR (3), DOC/SBA, Government (3), Work Experience Ed., Press, Non-profit, CBO, State EDD, Private Non-profit.

COMMENTS:

What helped most about this forum?

- Understanding the valuable issues involved in the Timber Industry. It's brought back hope.
- Looking at possible solutions to a very real economic problem.
- Contacts – Information – New Ideas – Hope for our community.
- Economic overview.
- The need to have the community come together and that this need has not been realized by the majority of the county.
- Concept of community collaboration to move toward resource based economic development.
- Speech on economic development.
- Community awareness regarding timber restrictions and alternatives.
- The information that we all must work together with a common goal.
- The opportunity to have it locally. Hearing Art Harwood's specific research of his industry.
- Information dissemination.
- Wide ranging representatives of different interests and viewpoint.
- Brochure sent to my office.
- Local forum being followed by outside experts I found to be very effective. Retraining of loggers vs. sustaining was well presented by the forum.
- Specific ideas – cottage industries – small mfg. ideas – CDF speaker about legislative bill and goal.
- Conversation with Dep. Dir. of CDF

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What helped most about this forum?, cont'd...

- Information was presented that is very applicable to Mendocino County.
- Learned some of the other concerns and suggestions concerning our industry.
- Overall defining of the economic and historical background of the timber industry; future trends of the local economy.
- The perspective provided by "outside experts." One of the best local opportunities I've ever experienced. THANKS!
- It acknowledged timber as a shrinking economic base, yet for the first time, I believe unravelled the puzzle of timber potential on privately owned lands.
- Networking.
- Hearing opinions and ideas.
- To see who some of the players are and hear their perspectives.
- Pointed out the fact that we do have viable resources in our county. Need to be Creative in utilizing these to develop jobs.
- Tom Schott comments; Delfino report; Nick Atma; Harwood/Little; Iris displays, brochures and talk; Ernie Waugh; Bob Wallen excellent material; Passof.
- Diversity of viewpoints, people from outside the immediate area giving overview of the situation – global perspectives – outside ideas.

What was least helpful?

- I feel the people who attended needed to have time to interact in some sort of group activity.
- There were no loggers or workers included in the forum (the people affected).
- Suggest later time for registration, i.e. 8-9:30 so to allow timely schedule of program.
- The panel.
- It was all helpful. Keynote speaker was not very good. He didn't say anything.
- The state statistics very dry.
- Speakers were too general, not enough examples of how other regions specifically transition economic development.
- Jeff Romm/afternoon panel dragged on.
- More people would attend if fee were lower (unemployed displaced workers could have benefited, if affordable).
- Over-generalization.
- Discussion panel at end of forum.
- Non-useful "dreamy" ideas – lack of realism.
- Lack of realism.
- Keynote speaker not very stimulating.
- I think it's time to focus specifically on cooperative efforts between industry and service providers and policy makers, etc. Let's not wait for another year.
- Not much opportunity to interact with speakers.
- Information about labor market was not addressed realistically.
- No direct answer to problems. Geared toward community college.
- A lot of generalities and definitions of what we already know is the problem.
- Lack of county government, i.e. supervisors, attendance and/or involvement.
- Michael Barnes' talk too long with little contact; Romm's talk (Romm was effective in critical summary); Kathie Cooke.

How do you plan to use the information learned?

- I hope to strengthen networking with other employment training people to solve problems for the unemployed today.
- Hopefully to help formulate a long term plan.
- Take information back to organization and recommend ideas and suggestions from this forum.
- To push for county involvement in community economic development.
- Working with various Economic Development Comm. within the county.
- To try to get the Board of Supervisors and planning commission to listen!
- Send for literature.
- In assistance to small businesses and start ups.
- Professional use in counseling.
- County-wide economic development.
- I work with Susan Bell... hopefully we will implement some of the community need for more voc. ed. short-term classes and apprenticeship programs) which I will be a part.
- Network with others who attended, compare impressions, ideas.
- Keep looking for alternatives. Use two of the ideas I got today.
- Conflict resolution and economic development in Mendocino County.

How do you plan to use the information learned?, cont'd...

- Get more involved in further program developments.
- As general background and overall knowledge of the local economy.
- I will apply several components of the information – in my efforts to plan future Mendocino College programs.
- I plan to write about the forum, attend next year's forum, and use informed sources for confirming facts on economic diversity in the timber industry. Particularly educating people about small land ownership.
- Getting info. to NIPF's.
- In communication with clients. I'm not in a position to make policy or governmental changes.
- This was good for info. and networking.
- Share with acquaintances not here – may help with our long term management and marketing of our forest products.
- Participating in planning/public information and awareness and community efforts to carry on the work outlined here.

Please list any suggestions you have for future forums or follow-up activities:

- Marie, Katie & Susan, excellent job in putting this forum together. In the future I'd like to include more advance involvement - immediate action. Interested in more ideas of training monolinguals (Hispanic) besides ESL whom have been excluded from the timber industry. There is future potential but what about immediate solutions.
- 1. Develop a community based coalition.
  2. Make our decisions for our county locally.
- Having already scheduled a follow-up meeting is the first step!
- Need operators and workers represented in future forum.
- Have you considered an economic development forum group such as the Humboldt County model? A cross culture/business representative group.
- Forum on the creation of a community coalition for economic development.
- Just continue the dialog through forums such as this. It's time to bury perceptions from the uninformed. Have a forum this winter for the loggers and mill workers – Help them become a part of the constructive changes that will be taking place. They need to feel a part of the process rather than threatened by it.
- More refined and specific process.
- Make at least one of the Board of Supervisors on the agenda to be a speaker.
- Shorten introduction speeches and more panel discussions.
- More interested in thought and ideas similar to Art Harwood's presentation.
- More concrete players who really understand the timber industry situation.
- More understanding of timber industry's problem.
- Some develop of more environmentally sound logging practices and how to show private land owners that this can be done.
- Offering specific training and retraining programs that are available.
- This region needs a "reality check" from the perspective of "outside experts" on a regular basis (at least once or twice a year).
- I agree that open-ended vocational opportunities are a good idea – simply implemented. I think Wild Iris Forestry has a lot of knowledge and experience to offer the college as well.
- Allow more time for questions during all speakers.
- Have a more "dynamic," "stimulating," first speaker. Need to start with a "spark."
- More specific suggestions and info.
- I feel we need to develop a committee to research types of industries that are compatible with our environment and develop ways to encourage locating in our county. Also encourage local political leaders support.
- Employ competent proof-readers before printing brochure, include site location map with registration mailing (college students could/should do this work). I believe college students should have been involved in presentation and in audience. Industry should be encouraged to reduce administrative costs so that they can afford to be more resource and environment protection.
- I hope this forum gives people ideas and a commitment to carry on planning and activities to maximize use of our forest resources in new ways, and to formulate a new way to view our natural resources.

General Comments:

- Information presented did not address the reality of the unemployed.
- Questions of the speakers would be good.
- Claimed "North Coast" – emphasized Mendocino County.
- Mr Miller great!

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Appendix E

CALIFORNIA COMMUNITY COLLEGE VOCATIONAL EDUCATION TELECONFERENCE

Sponsor: Chancellor's Office, California Community Colleges, in cooperation with the CCCAOE (California Community College Administrators of Occupational Education) and Orange Coast College contractor for the Vocational Staff Workshops Project. Funded by Vocational Education Act Funds (Title II, Part B, Professional Development.)

Objective: To address statewide vocational education priorities of mutual concern to local colleges/districts and the COCCC Vocational Unit.

Target Audience California community college vocational education administrators, division/department chairs, program coordinators, instructors; classified staff responsible for VATEA reports; student services administrators and services providers.

Method: A two-hour teleconference held in conjunction with five to six regional workshops one of which shall be in the television studio. A toll free 800 line for call in questions must be available.

Date: Tuesday, May 5, 1:00 p.m. - 3:00 p.m. Walk-through/rehearsal, Monday, May 4, afternoon OR Tuesday, May 5 a.m. if that will provide sufficient time for refinement and changes.

Presenters: Part I: COCCC staff including, Dr. Pat Stanley, Host; Specialists, Peggy Olivier, Kim Perry, Susan Sargent and a representative from the U.S. Department of Education.
Part II: Dr. Pat Stanley, Moderator/Host and reaction panel of local college Vocational and Student Services Deans and a Vocational Program Chairperson.

Production Studio: Provide all technical/production services, studio time, air time, up link, high quality transmission. Will serve as the technical consultant and trouble shooter for local college/district down link personnel, including alerting them to technical information for receiving the teleconference. Advise on production, graphics, scripting, etc. important to the quality of the final production. Provide an 800 number for call-in questions and seating for a studio audience. Produce a master video tape of the teleconference and a limited number of copies.

Project: Project staff will coordinate planning, teleconference panelists and presenters selection and communication, content /script outline, produce graphics/charts, and other visuals related to the presentation. Promotional/announcement mailings statewide and coordination of regional workshops will also be the responsibility of the project.

Budget: Based on bids submitted by television studios. Please submit in writing immediately to Vocational Staff Workshops Project, Attn: Shirley McGillicuddy, 671 Chaparral Road, Sierra Madre, CA 91024, Fax number (818) 355-5310. Not a dedicated line. To activate, after telephone is answered by person or machine, press " * " button on your telephone, and transmit fax as you normally would.

Appendix F

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

March 11, 1992

To: CCCAOE Regional Vice Presidents
From: Shirley McGillicuddy, Subcontractor
Vocational Staff Workshops Project
Subject: Vocational Education Statewide Teleconference

As you may recall, the Vocational Staff Workshops Project will coordinate and fund a Teleconference for the Chancellor's Office, California Community Colleges. The date has been set for Tuesday, May 5, 1992, 1:00 to 3:00 p.m.

The communications focus will be on statewide vocational education priorities and issues, many of which were requested through the survey conducted earlier for the project. Of course major emphasis will be given to the VATEA (Vocational and Applied Technology Education Act) and future requirements for accountability and documentation.

In 1988, when the first Vocational Education Teleconference was held, local college response was extremely positive. The flexibility offered through a teleconference and the availability of video tapes (whether produced locally or by the television studio) for future reference adapted readily to local college interests and needs. The one negative indicated in the evaluations was the inability to ask questions and interact about specific issues. In response to that concern, several improvements are proposed for this teleconference. These are:

1. Availability of an 800 number for call-in questions.
2. Preplanned Regional Workshops for "collective" viewing and discussion of the teleconference.

Your assistance is needed to implement the latter. Please identify a college/district location in your region which is willing to host the teleconference/workshop combination. Pat Stanley has committed the availability of a Specialist for each workshop to field questions and preside. Since the teleconference is scheduled from 1:00 to 3:00 p.m., participants should be able to arrange for lunch on their own prior to the workshop.

For your convenience, I have enclosed a reply form for you to complete and return in the enclosed stamped addressed envelope. As soon as I have the information for all regions, we will develop and produce promotional materials for a statewide mailing. Quantities of these will also be sent to you for distribution to area deans, groups within your region and other organizations which will have particular interest in the teleconference.

The regional workshop/teleconference may also provide an opportunity for area deans/regional colleges/etc. to meet either before or after the workshop. Thanks for your help. I hope to hear from you very soon.

cc R. Chard, D. Colli, K. Perry, P. Stanley

Alfred P. Fernandes, Ph.D., Chancellor

District Board of Trustees
Sherry L. Boum
Paul G. Berger
Walter C. Hiroshi
Nancy A. Pollard
Armando R. Ruiz
Caroline M. Winter (student trustee)

CALIFORNIA COMMUNITY COLLEGE
VOCATIONAL EDUCATION TELECONFERENCE

CCCAOE Regional Vice Presidents' Reply Form

Host College:_____ Building/Room:_____
Address:_____ ZIP:_____
College Contact:_____ Title:_____
Telephone:_____ Secretary:_____

_____ College has agreed to Host the Workshop:
☐ YES ☐ NO

Meeting Details
Day/Date/Time: Tuesday, May 5, 1992, 12:45 to 3:30 p.m.
Additional Hours: (Please specify if additional time allocations are planned.)
__:____ to __:____

Location (if different from above):_____

Agenda:

Target Audience: (e.g. Area Deans, etc.)_____
_____

Region:_____
Regional Vice President:_____
Telephone:(____)_____

Please Return immediately to:
Shirley McGillicuddy & Associates
671 Chaparral Road
Sierra Madre, CA 91024

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

April 20, 1992

To: Vocational Education Teleconference Regional Workshop
CCCAOE Vice Presidents, College Contacts, COCCC Resource

From: Shirley McGillicuddy, Teleconference Coordinator

Enclosed is updated information on the Teleconference and Regional Workshops. Included are:

- Workshop Claim Form for college hosts to request reimbursement for refreshments for the break. Lunch is not planned. The project will reimburse the college for coffee, cold drinks, snacks, e.g. cookies, fruit.
- Updated list of Regional Workshops and designation of the COCCC resource staff member assigned.
- Technical Information in the event the first description mailed has been misplaced.

Because of the complication of seven simultaneous workshops and the tight time schedule due to spring break for many colleges, it seems advisable to have participants call the college contact to register. There is no guarantee this will happen. Some sites have limited space, we know. Hopefully participants will call in advance. This will also provide an opportunity for those colleges who have not provided parking information to give those instructions over the phone or by fax.

As you know, all colleges received the advance announcement of the Teleconference so should have reserved the date and time and are waiting for the details. The expanded mailing will go out in the next several days.

Thanks for your cooperation. Please call if you have questions. (818) 355-8715.

cc: K. Perry
P. Stanley

Alfred P. Fernandez, Ph.D., Chancellor

District Board of Trustees
Sherry L. Baum
Paul G. Berger
Walter C. Howald
Nancy A. Pollard
Armando R. Ruiz
Caroline M. Wasser (student trustee)

TELECONFERENCE REGIONAL WORKSHOPS

REGION	LOCATION	PARTICIPANTS
NORTHERN	SACRAMENTO CITY COLLEGE 3835 Freeport Boulevard Sacramento, CA 95822 TV Studio, First Floor Business Building Regional Meeting: Occ. Ed. Administrators & Faculty 3:30 - 4:30 p.m.	HOST: Gert Tipton COLLEGE CONTACT: Norv Wellsfry COCCC RESOURCE: Al Metzler, Specialist
BAY AREA	COLLEGE OF SAN MATEO 1700 West Hillsdale Blvd. San Mateo, CA 94402 Building 1, Room 115	HOST: Eileen Liang COLLEGE CONTACT: Sandra Mellor COCCC RESOURCE: Paul Stark, Analyst
CENTRAL	HARTNELL COLLEGE 156 Homestead Avenue Salinas, CA 93901 CRAC (Classroom/Admin.) Bldg. Board Room	HOST: Leslie Buckalew COLLEGE CONTACT: Same as above COCCC RESOURCE: Leo Ruelas, Specialist
SOUTH CENTRAL	SANTA BARBARA CITY COLLEGE 721 Cliff Drive Santa Barbara, CA 93109 A218-C Regional Meeting: Occ. Ed. Administrators & Faculty 10:00 a.m. - 12:00 noon LRC 108	HOST: Bill Lawson COLLEGE CONTACT: Jack Friedlander COCCC RESOURCE: Weaver Rhyne, Analyst
LOS ANGELES	GLENDALE COLLEGE 1500 North Verdugo Road Glendale, CA 91208 San Raphael Building SR138 Kreider Hall (name of room)	HOST: Ken Patton COLLEGE CONTACT: Same as above COCCC RESOURCE: Madeline Bakes, Analyst
	GOLDEN WEST COLLEGE KOCE TV 15751 Gothard Street Huntington Beach, CA 92647 Building 34, Studio - 20 Meeting Room - 50	HOST: Susan Carreon COLLEGE CONTACT: Same as above COCCC RESOURCE: Live Studio Kim Perry
DESERT-SAN DIEGO	MIRA COSTA COLLEGE One Barnard Drive Oceanside, CA 92056 Student Center Aztlan "B"	HOST: Ron Kibby COLLEGE CONTACT: Bruce Stewart COCCC RESOURCE: Nancy Davenport, Specialist

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

April 26, 1992

To: CCCAOE Regional Vice Presidents
College Contacts
COCCC Resource Vocational Unit Representatives

From: Shirley McGillicuddy, Teleconference Coordinator

YES, the date is correct, it is Sunday. However, the time is short and there is important information and clarification which is necessary.

SCHEDULE: Call-in calls are scheduled for the last 10 minutes of Part I and precede Kim Perry's presentation of COCCC Resources. During Part II there will be open call-in of questions. To avoid duplication and trivia, please coordinate called in questions. To facilitate this, questions should be written for screening.

COLLEGE CONTACT: Please provide 3 X 5 file cards.

HOST & COCCC REPRESENTATIVE: Please arrange to screen questions to determine who might be aired to ask the "universally applicable" question live.

COCCC RESOURCE: Please be attentive to questions called in which you need to respond to. Call the collect number to answer the question live on air. Listen to Pat Stanley's requests for field assistance.

FEED BACK: A FeedBack form was attached to the statewide mailing. Additional* copies are enclosed for your Regional Workshop. Please complete a consensus form OR distribute forms for individual participant response and mail as soon as possible following the Teleconference to:

Shirley McGillicuddy
Vocational Staff Workshops Project
671 Chaparral Road
Sierra Madre, CA 91024

Project funding ends May 30, 1992. Your input is vital for the final project report.

* a Master is enclosed. Please duplicate for individual responses or complete one compiled response.

Alfred P. Fernandez, Ph.D., Chancellor

District Board of Trustees
Sherry L. Baum
Paul G. Berger
Walter C. Howald
Nancy A. Pollard
Armando R. Ruiz
Corrilane M. Wagner (student trustee)

CALIFORNIA COMMUNITY COLLEGE VOCATIONAL EDUCATION TELECONFERENCE & REGIONAL WORKSHOP

FEEDBACK FORM

The Teleconference is sponsored by the Vocational Education Unit, Chancellor's Office, California Community Colleges in cooperation with the California Community College Administrators of Occupational Education and Orange Coast College. Regional Workshops are offered in response to local college professional's requests for interactive discussion in combination with the Teleconference.

Your views on the effectiveness of the Teleconference, the Regional Workshops (if you attended one) and/or provision for local viewing are important. Please complete the Feedback Form and return as soon as possible. Thanks!

Where did you view the Teleconference? ❑ Regional Workshop ❑ Local College ❑ Reviewed Tape

Name of College/District: _____ Number of Participants _____

Address _____ Classifications of Participants: _____

Telephone (____) _____

Did you experience Technical difficulty in receiving the Teleconference? ❑ Yes ❑ No
If Yes, was this resolved with the KOCE Trouble Number? ❑ Yes ❑ No

Overall rating of the Teleconference effectiveness as a communications vehicle

Very Effective | Moderately Effective | Limitedly Effective | Not Effective

Did you use the collect call-in number to submit questions/concerns? ❑ Yes ❑ No

If No, why not?
- ❑ Information presented was clear, needed no explanation
- ❑ Telephone lines were tied up, couldn't get through
- ❑ Regional Workshop COCCC Resource answered questions
- ❑ Viewed tape at a later time

If Yes.....
- ❑ Questions were answered to your satisfaction
- ❑ Felt rushed and limited by time.

Did the Teleconference offer participation opportunities for college staff who would normally not attend workshops if that was the only option offered? ❑ Yes ❑ No

If yes, how many additional participants? Estimate number of participants. _____

Do you plan to utilize the Teleconference tape to train additional staff and as a future reference? ❑ Yes ❑ No

Does your college/district have a down link? ❑ Yes ❑ No

If No, where was the Teleconference viewed?
- ❑ Neighboring College/District
- ❑ Other satellite receiver. Please identify_____
- ❑ Could not arrange for viewing, please send video tape.

Mail to: _____

Please list your comments/suggestions on how to improve future Teleconferences or alternate methods of communication from the Chancellor's Office to local colleges and districts.

Other comments/suggestions.

Person completing this form: _____

Please mail completed form as soon as possible to:
Shirley McGillicuddy
Teleconference Coordinator
671 Chaparral Road
Sierra Madre, CA 91024

Sponsored by the Vocational Staff Workshops Project, California Community College Administrators of Occupational Education (CCCAOE), Chancellor's Office, California Community Colleges (COCCC) in cooperation with participating colleges. Funded by VEA Funds, Title II, Part B, through a grant awarded to Orange Coast College by the Chancellor's Office, California Community Colleges.

STATEWIDE VOCATIONAL EDUCATION TELECONFERENCE - MAY 5, 1992

ROLE OF HOST:	Preside over Teleconference pre and post discussion and Regional meeting for CCCAOE (if applicable). Assist with collecting and forwarding call-in questions. Introduce COCCC staff member and college contact.
ROLE OF COCCC STAFF REP.	Field questions and clarification discussion from participants prior to and following Teleconference. Assist with collecting and forwarding call-in questions.
COLLEGE CONTACT:	Arrange for viewing/meeting room and TV monitors. Provide technical information to college technician. Arrange to have telephone available for call-in questions during the Teleconference. Provide for refreshments, coffee, tea, cold drinks, snack. The project will cover these expenses. A claim form is enclosed. Arrange for parking and campus and area map for participants. Fax map and parking instructions to: (818) 355-5310. This is not a dedicated fax line. To activate, press the * button on the telephone after the phone has been answered. Transmit as you normally would.
PROJECT CONTACT:	Shirley McGillicuddy 671 Chaparral Road Sierra Madre, CA 91024 (818) 355-8715

CALIFORNIA COMMUNITY COLLEGE
VOCATIONAL EDUCATION TELECONFERENCE

Rehearsal:	Monday, May 4, 1992 2:30 p.m. KOCE Studio 15751 Gothard Street Huntington Beach, CA 92647	All panelists with the exception of Michael Brustein, AVA General Counsel, Panel will meet with Michael Wednesday a.m.
Program:	Tuesday, May 5, 1992 Test: 12:30 - 1:00 p.m. PDT Program: 1:00 - 3:00 p.m. PDT	Live studio audience, 20 maximum Randomly selected.

Objective: Address statewide vocational education priorities of mutual concern to local colleges/districts and the COCCC Vocational Unit with particular emphasis on the VATEA.

Participants: Part I: Host: Pat Stanley, Dean, Vocational Education, COCCC; Featured Guest: Michael Brustein, General Counsel, American Vocational Association; Panelists: Peggy Olivier, Kim Perry, Susan Sargent, Specialists, COCCC.

Part II: Host: Pat Stanley; Featured Guest: Michael Brustein; Panelists: Fred Critchfield, Associate Dean, Instructional Services, Foothill College; Vocational Education Instructor, to be selected; Student Services Dean, to be selected.

Questions: From studio audience, call-in provision from Regional Workshops and individual colleges. Collect calls to (714) 895-5050.

Content: Funding Formula (231/232), standards and measures of performance (accountability and documentation), program evaluation (Section 117 of the Act) and possibly revisions to the claim form and vocational education resources, e.g. program materials, state leadership funds State Advisory Committees.

VOCATIONAL EDUCATION STATEWIDE TELECONFERENCE & REGIONAL WORKSHOPS - TUESDAY, MAY 5, 1992

Regional workshops/viewing sites are planned in conjunction with the Statewide Vocational Education Teleconference to meet the need for interactive discussion especially about the Vocational and Applied Technology Education Act. Although the first statewide Vocational Education Teleconference held in 1988 was viewed as being very successful, one disappointment was that the opportunity for discussion and expansion of information was not available. In answer to this concern, workshops have been scheduled for the six CCCAOE regions plus one additional site at KOCE TV. The latter location will include a live studio audience of a maximum of 20 and an additional viewing room for a maximum of 40 to 50 people.

Regional workshops will be hosted by the appropriate CCCAOE Regional Vice President, with the exception of Glendale since Susan Carrion can't be two places at once and will be at KOCE. At each site, a COCCC staff member will serve as a resource to provide expanded clarification and assistance to the participants on the Teleconference topics. Provision is also being made for the regions to call in specific questions. An 800 number is not available, but a collect call number is. This is (714) 895-5050. Specified times will be set during the Teleconference for receiving such calls. Some provision should be made for recording questions for call in, e.g. file cards so these are clear, understandable and not "speeches".

Audiences should be in place for orientation and overview by 12:45. As the expert resource, you should be prepared to orient participants to the schedule, procedures and format. In some regions, other agenda items are included for CCCAOE. These are identified on the attached list of Regional Workshops.

It is difficult to project attendance at the Regional Workshops. A preliminary announcement has been mailed to deans of occupational education and student services and the vocational representative for the Academic Senate at each community college/district. Colleges have the options of: attending a regional workshop, viewing at their college or auditing a tape at a more convenient time. Details for the Teleconference/Regional Workshops will be mailed statewide the week of April 13. CCAOE Regional Vice Presidents or their designates have also, in some instances, mailed announcements to their Vocational Deans.

Thanks for your essential participation in this very important event. If you have questions, need more information or assistance, please contact:

Shirley McGillicuddy
(818) 355-8715

Thanks for your help!

F-5

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

April 17, 1992

To:	COCCC	Production	Panelists
	M. Bakes	KOCE: Golden West College	M. Brustein
	N. Davenport	K. Mahaffey	F. Critchfield
	A. Metzler	X. Garcia	W. Yee
	P. Olivier		
	K. Perry		
	W. Rhyne		
	L. Ruelas		
	S. Sargent		
	P. Stanley		
	P. Stark		

From: Shirley McGillicuddy, Teleconference Coordinator

Memo #1: California Community College Vocational Education Teleconference

This lengthy memo with attachments describes arrangements confirmed so far. The proposed time schedule and detail of topics are based on the COCCC meeting last Friday. Please review the proposal carefully and send changes, additions, etc. as soon as possible. The Teleconference Director, Xavier Garcia and KOCE Operations Coordinator, Karen Mahaffey are also seeing this for the first time and will have excellent suggestions for making the Teleconference lively, interesting and of top quality.

Please follow-through on specific responsibilities: visual/graphics, contacts, resources. It is essential to have sufficient lead time for production.The schedule is as follows:

Monday, May 4, 2:30 p.m.	Rehearsal, KOCE (a map is enclosed)
Tuesday, May 5, 9:00 a.m. (location will be confirmed – either hotel or station)	Talk-through with Michael Brustein
Tuesday, May 5, 12:30 p.m.	Test Period/Technical
Tuesday, May 5, 12:45 p.m.	Regional Workshops in Session for Overview/Orientation
Tuesday, May 5, 1:00 – 3:00 p.m.	Teleconference Program
Tuesday, May 5, 3:00 - 3:30	Panelists & COCCC Regional Resource available for questions/discussion

Alfred P. Fernandez, Ph.D., Chancellor

District Board of Trustees
Sherry L. Boom
Paul G. Berger
Walter C. Hamada
Nancy A. Pollard
Armando B. Ruiz
Corrinne M. Wanket (student trustee)

An updated list of regional workshop information is enclosed as well as the satellite information once again. The statewide mailing will go out as soon as possible. The delay is due to the slowness of information coming in from the regions.

Please promote the teleconference with your contacts. The CCCAOE Regional Vice Presidents have, hopefully, all alerted their area deans to the date and location. The enclosed promotional card was mailed statewide to vocational and student services administrators and the Academic Senate vocational representative at each college.

For those of you needing lodging near KOCE, contact information is as follows:
The Country Side Inn & Suites, Costa Mesa, is suggested for lodging. The state rate is $65 per night single room; $75 per night suite. Shuttle service is available from John Wayne Airport; call from the courtesy phone in the baggage area. The telephone number is (714) 549-0300. Please make your own reservations so you can guarantee a late arrival if necessary.

An Agenda for the Regional Workshops is also enclosed. These will go with the field mailing and also to the CCCAOE Regional Vice Presidents and College Contacts.

I need your input as soon as possible. Thanks for your help. Please contact me as follows:

Shirley McGillicuddy
671 Chaparral Road
Sierra Madre, CA 91024
(818) 355-8715
Fax: (818) 355-5310 - not a dedicated fax line, to activate,
after phone is answered, press * button on your telephone
and transmit fax as you normally would.

I will keep you informed of progress.

cc: R. Chard
D. Estrada

California Community College
Vocational Education Teleconference
Tuesday, May 5, 1992

Tentative Time Schedule, Topics & Key Panelists

Part I: Vocational & Applied Technology Education Act Interpretation & Implementation

120 minutes	(3)	Welcome: Video Tape	Chancellor Mertes
117 minutes	(3)	Introduction of Panelists & Overview of Teleconference	Dr. Pat Stanley Host
114 minutes	(15)	Philosophy & Overview of Perkins Vocational & Applied Technology Education Act, Regs.	Michael Brustein Counsel, AVA (American Vocational Association)
99 minutes	(4)	State Plan and Perkins Funds: Basic Grant, Special Programs	Pat Stanley
95 minutes	(10)	Local Plan & Application: Team Building & Localized Decisions	Peggy Olivier Vocational Specialist
85 minutes	(10)	Performance Standards & Measures: Data Collection & VEDS	Susan Sargent Vocational Specialist
75 minutes	(5)	Claim for Funds	Peggy Olivier
70 minutes	(10)	Call in Questions & Panel Response	Panelists
		<Close in on Kim Perry: Individual Presentation>	
60 minutes	(5)	COCCC Resources: Staff/Publications State Advisory Committees Special Projects: 1992-93	Kim Perry Vocational Specialist
55 minutes	(3)	Break	
		<Change of Panelists on set>	

Part II: Local Response: Issues & Concerns

52 minutes	(2)	Overview & Introductions Call-in Procedures	Pat Stanley Host
50 minutes	(35)	Field Reaction Panel: Vocational Administration Perspective	Fred Critchfield Vocational Administrator
		Business & Industry Perspective	William Yee
		Special Student Populations Services Providers Perspective	Student Services Administration
		Instructional Staff Perspective Open Call-In Lines	Vocational Instructor
		Resource Experts: On-Camera	Pat Stanley Michael Brustein
		Resource Experts: Studio Audience	Peggy Oliver Susan Sargent
		Resource Experts: Call-In	Specialists/Analysts at Regional Workshops
12 minutes	(10)	Recap of Significant Issues, Concerns, Future Directions	Pat Stanley Michael Brustein
2 minutes	(2)	Credits & Wrap Information	
0 minutes		Close	

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

April 27, 1992

To:

COCCC	Production	Panelists
M. Bakes	KOCE: Golden West College	M. Brustein
N. Davenport	K. Mahaffey	F. Critchfield
A. Metzler	X. Garcia	W. Yee
P. Olivier		E. Noble
K. Perry		
W. Rhyne		
L. Ruelas		
S. Sargent		
P. Stanley		
P. Stark		

From: Shirley McGillicuddy, Teleconference Coordinator

Memo #2: California Community College Vocational Education Teleconference

This updates information which you have previously received but does not reflect your input since none has been received to date – probably because I was not available much of last week.

FIELD REACTION PANEL:
Bill Yee, Vice President, Resource Development & Civic Affairs, Solectron, San Jose, has graciously agreed to serve as the industry representative on the panel. Bill was a presenter at the recent Ed>Net statewide conference, has worked extensively with Evergreen College and is a strong but objective advocate of California community colleges.

Erna Noble, instructor representative, is an active member of the Academic Senate, California Community Colleges and a vocational education representative. Erna will be an excellent and effective representative of vocational education concerns and has been selected by Susan Quatre, Vocational Education Representative, Academic Senate.

It would be helpful to all field reaction panelists to have your input for questions/discussion items which are pertinent to their area of representation and not repetitive. It is my expectation that Part II of the Teleconference will start with an exchange of typical concerns and issues generated by the more formal presentations from Part I and NOT addressed through the 10 minute designated call-in period at the end of Part I and preceding the COCCC Resources presentation from

Alfred P. Fernandez, Ph.D., Chancellor

District Board of Trustees
Sherry L. Baum
Paul G. Berger
Walter C. Hewahi
Nancy A. Pollard
Armando R. Ruiz
Corraine M. Winter (student trustee)

Kim Perry. To make sure you understand, Kim's will be a "solo" presentation outside of the panel setting.

CALL-IN LINES:
There can be up to 20 lines at KOCE for call-in questions. However, I have tentatively scheduled four lines. A designated line from each Regional Workshop is not possible. The phone will roll over to the next free line. Dick Chard is coordinating the assignment of knowledgeable people to answer the phones. Questions will be coordinated to make sure there is not a repeat of the same question. Called-in questions, after screening, will be live on air. Panelists will then respond. Host Pat Stanley will need to request outside expertise for call-in assistance, e.g. Nancy Davenport, Gender Equity/Single Parent OR studio audience, e.g. Peggy Olivier or Susan Sargent response. In some instances the questions can be fielded by the COCCC Resource Staff person at each Regional Workshop. Please do not feel pressured. If you are in doubt, call in to request clarification and assistance.

QUESTION CARDS:
Although you indicated some uncertainty about the use of question cards at the Regional Workshops, spontaneous calls without screening could result in repetition, unclear questions and "speeches". Questions should be sharp, succinct and clear to elicit a direct and meaningful response from the panelists and resource contacts in the various settings around the state. Please arrange to review the question cards and determine who will represent your region for call-in. They may be selected to be live and on air and need to be understandable and meaningful statewide and not address a very distinct local college problem which may be better addressed by the COCCC contact specialist.

This may be the last memo sent to all principles in the Teleconference simply because of time. I want all of you to feel comfortable so please call if you have questions or concerns. Shirley McGillicuddy, (818) 355-8715. With such a qualified team, how could it be anything BUT SUCCESSFUL!

California Community College
Vocational Education Statewide Teleconference
Tuesday, May 5, 1992 • 1:00–3:00 p.m.

Presentation Outline

Please Note: The format is designed to be an interactive exchange/discussion of information and not a series of speeches.

Part I: Vocational & Applied Technology Education Act Interpretation & Implementation

Sponsor: Chancellor's Office, California Community Colleges in cooperation with the CCCAOE (California Community College Administrators of Occupational Education) and Orange Coast College.

1.	Welcome: Video Tape Dr. David Mertes, Chancellor California Community Colleges	Visual Name/Title
2.	Introduction & Overview Purpose: Clarification of VATEA, 1990 federal, state and local implications; Implementation, reporting and accountability requirements and 92-93 projections. A problem solving, interactive discussion.	Dr. Pat Stanley, Host Dean, Vocational Education Visual Name/Title
	Agenda for Discussion	Visual 1) Agenda
	Welcome Regional Workshop Participants	Visual 2) Regional Workshop Locations, COCCC Resource (map of Locations)
	Call-in Collect Number	Visual 3) 714/895-5050 REPEAT (collect number)
	Introduction of Panelists Michael Brustein, Partner Brustein & Manasevit	Visual Name/Title
	Peggy Sprout Olivier, Specialist, COCCC	Visual Name/Title
	Dr. Susan Sargent, Specialist, COCCC	Visual Name/Title

	Feedback form to evaluate effectiveness of teleconference and regional workshops. Importance of views for future planning.	Visual 4) Feedback Form REPEAT
3.	Overview of the Carl D. Perkins Vocational & Applied Technology Education Act of 1990. Philosophy & Intent. Specific Requirements: Vocational Programs, Tech Prep, Target Populations, Equity. Preamble of Regs: Status, Expectations, Final Document. Accountability.	Michael Brustein Counsel, AVA Visual 5) AVA Guide (hard copy) 6) AVA Audit Handbook (hard copy)
4.	State Plan & Perkins Funds. Process followed to develop State Plan, significance, distribution to field.	Pat Stanley Visual 7) State Plan (cover or hard copy) 8) Carl Perkins Funds–91-92/92–93 Comparison 9) Eligible Recipients 10) Important Dates 11) Basic State Grant REPEAT 12) VATEA Funds CCC
5.	Local Plan & Application Team Building Local Decision: Examples Target Programs by TOP Codes Number of Colleges Special Populations (Includes criminal offenders)	Peggy Olivier Visuals: 13) Local Plan Application Requirements 14) Guidelines for: Application/ Plan (cover or hard copy) 15) Parts of the Act: A, B, C, D 16) Purpose, Section References, Waiver, Special Populations 17) Taxonomy of Occupational Program Codes 18) Gate 1, Gate 2, Gate 3 19) Request/Claim for Funds REPEAT
6.	Performance Standards & Measures Interim Descriptions: Example Tech Prep/CHE same standard Data Collection/VEDS Documentation	Susan Sargent Visuals: 20) Measure 1. Academic Achievement 21) Measure 2. Retention 22) Measure 3. Placement 23) Measure 4. Occupational Competency

7.	Claim Information Required Areas to Delete Deadlines	Peggy Olivier 24) REPEAT #18 – zero in on Claim Column 25) Request for Funds Title IIC Summary Sheet 26) Request for funds Title IIC Summary Sheet Continued 27) Request for Funds Title IIC Program Area 28) Request for Funds Title IIC Program Area Continued 29) Reference Only Review of Districts' VATEA Application/Plan (two pages) 30) Claim: Reno ruling 31) Legal Obligations allowable 32) VATEA Due Dates 91-92, 92-93, 93-94
8.	Call-in questions & panel response	Stanley, Brustein, Olivier, Sargent

PANELISTS LEAVE SET

9.	COCCC Resources: Staff & Publications	Kim Perry, Specialist Visual Organizational Chart Visual Collage of Publications (Display)
	State Advisory Committees	Visual List of Committees Visual Committee Function
	Special Projects: 1992-93	Visual Schedule of Dates

BREAK • ANNOUNCEMENTS

Part II: Local Response: Issues & Concerns

NEW PANEL IN PLACE

1.	Introduction of Panelists: Fred Critchfield, Director, Economic Development, Foothill College	Pat Stanley, Host Visual Name/Title
	Bill Yee, Vice President, Resource Development & Civic Affairs, Solectron Corp.	Visual Name/Title
	Erna Noble, Instructor, Chaffey College President, Faculty Association, CCC	Visual Name/Title

Resource Experts: Michael Brustein	Visual Name/Title
Call-in procedures	Visual Call-in Number 714/895-5050

2. Questions/Concerns from on camera panelists
   Perspectives from:
   Vocational Administrator
   Vocational Instructor
   Industry Executive

   Open Call-In Lines

Resource Experts: On-Camera	Pat Stanley, Michael Brustein
Resource Experts: Studio Audience	Peggy Olivier, Susan Sargent
Resource Experts: Call-In	Specialists/Analysts at Regional Workshops

   Call-in questions and/or clarification from resource experts at Regional Workshops

3. Recap of significant issues, concerns, trends, future directions — Pat Stanley, Michael Brustein
   Visual Deadline Dates
   Visual Feedback Form
   Visual Ordering Tape

4. Credits
   Sponsor: (coccc logo) Chancellor's Office, California Community Colleges in Cooperation with the CCCAOE (California Community College Administrators of Occupational Education) and (occ logo) Orange Coast College.

   Coordinated by the Vocational Staff Workshops Project, Richard Chard, Project Director, Shirley McGillicuddy, Teleconference Coordinator.

Supported by VEA Funds, Title II, Part B, Professional Development.

"The activity which is the subject of this report was supported in whole or in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education, and no official endorsement by the U.S. Department of Education should be inferred."

ANNOUNCEMENTS

To Order a Videotape of this Teleconference
Complete the request on the FEEDBACK FORM

or

Write To:
Teleconference Coordinator
671 Chaparral Road
Sierra Madre, CA 91024

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CALL – IN NUMBER
(714) 895-5050
Call Collect

****

RESOURCES: DEVELOPMENTAL STAGES, AVAILABLE SOON

Agriculture/Natural Resources Enrollment Trends: 1983/84 – 1989/90
Contact: Kimberly Perry, COCCC

Program Directories: Agriculture/Natural Resources
Cooperative Work Experience Education
Job Placement
Contact: Kimberly Perry, COCCC

Agriculture Education Program Plan
Contact: Doug Flesher, Butte College

Implementation of Job Placement Quality Indicator Guidelines
Contact: Yolanda Villegas, Mt. San Antonio College

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California Community College
Vocational Education Statewide Teleconference
Tuesday, May 5, 1992 • 1:00–3:00 p.m.

Visuals: Name/Title
In Order of Appearance

Dr. David Mertes, Chancellor
California Community Colleges

Dr. Pat Stanley, Host
Dean, Vocational Education
California Community Colleges

Michael Brustein, Partner
Brustein & Manasevit
Counsel, American Vocational Association (AVA)

Peggy Sprout Olivier, Specialist
Chancellor's Office, California Community Colleges

Dr. Susan Sargent, Specialist
Chancellor's Office, California Community Colleges

Fred Critchfield
Director, Economic Development
Foothill College

Bill Yee
Vice President, Resource Development & Civic Affairs
Solectron Corp.

Erna Noble
Instructor, Chaffey College
President, Faculty Association, CCC

F-7

CALIFORNIA COMMUNITY COLLEGE VOCATIONAL EDUCATION
TELECONFERENCE & REGIONAL WORKSHOP
May 12, 1992

FEEDBACK FORM RESPONSE

n = 30 feedback response forms

Where did you view the Teleconference?	Regional Workshop:		24	(80.0%)
	Local College:		5	(16.7%)
	N/A		1	(3.3%)
Did you experience Technical difficulty in receiving the Teleconference?	YES:	3	(10.0%)	
	SOME:	2	(6.7%)	
	NO:	18	(60.0%)	
	N/A:	7	(23.3%)	
Overall Rating of the Teleconference effectiveness as a communications vehicle:	Very Effective:		7	(23.3%)
	Very to Moderately:		1	(3.3%)
	Moderately Effective:		12	(40.0%)
	Limitedly Effective:		1	(3.3%)
	Not Effective:		1	(3.3%)
	N/A		8	(26.7%)
Did you use the collect call-in number to submit questions/concerns?	YES	15	(50.0%)	
	NO	8	(26.7%)	
	N/A	7	(23.3%)	
If NO... Information was clear, needed no explanation:			4	(50.0%)
No Response:			4	(50.0%)
If YES... Questions were answered to satisfaction:			6	(40.0%)
Felt rushed and limited by time:			7	(46.7%)
No Response:			2	(13.3%)
Did the Teleconference offer participation opportunities for college staff who would normally not attend workshops?	YES	14	(46.7%)	
	NO	6	(20.0%)	
	N/A	10	(33.3%)	
Do you plan to utilize the Teleconference tape to train additional staff and as a future reference?	YES	19	(63.3%)	
	NO	5	(16.7%)	
	N/A	6	(20.0%)	
Does your college/district have a downlink?	YES	25	(83.3%)	
	NO	2	(6.7%)	
	N/A	3	(10.0%)	

CALIFORNIA COMMUNITY COLLEGE VOCATIONAL EDUCATION
TELECONFERENCE & REGIONAL WORKSHOP
May 12, 1992

Open-Ended Comments

COLLEGE/DISTRICT	NO. PARTICIPANTS	CLASSIFICATION	NO. WHO NORMALLY DON'T ATTEND WORKSHOPS	COMMENTS
Butte College	1	Voc Ed. Director		
Cabrillo College	1	Division Chair		
Chabot College	30		10	
Contra Costa CCD	1	Voc. Ed. Consultant		Should have had handouts
Cosumnes River/LRCCD	24-30	Administration Faculty Staff		Forms with data should be enlarged for viewing.
De Anza College	2	Dean of Instruction Coord. of Voc. Ed.	 2	
East L.A. College	1	Assoc. Dean/Voc. Ed.		I viewed the teleconference in KOCE studio so was unable to see graphics. Need to show to other administrators and voc. ed. staff.
Foothill College	1	Classified	2-3	
Fullerton College	1	Dean, Coord. Voc. Prog.	0	Poor reception
Golden West	25	Faculty Staff in Voc. Ed. Auditors ESL faculty Voc. deans Voc. support staff	3-4	Really enjoyed the first hour of the teleconference, but once the phones started ringing back in the "phone room" I lost all ability to concentrate on what was being said. The telephone hookup probably was OK if we had more opportunity to work with it. I

COLLEGE/DISTRICT	NO. PARTICIPANTS	CLASSIFICATION	NO. WHO NORMALLY DON'T ATTEND WORKSHOPS	COMMENTS
				know one person called in and was cut off inadvertently at least three times. Golden West/KOCE was a great site and accommodations were lovely. They could easily have handled a larger crowd.
Las Positas	1	Voc. Ed. Administrator		
Lassen College	FORM NOT COMPLETED			
Sacramento City College	20-30		5	
San Mateo/SMCCD	30-40	Voc. Ed. Administrator Special Populations Spec. VATEA Spec. Voc. Ed. Deans, Faculty Occ. Ed. Faculty Administrators Assoc. Dean/Instruction	8-30	High tech., low information and details for campus operations. Too state oriented. The reception was fine – the phone situation was not. Next time the phone should be in a different location. It would have been helpful to have handouts for the information covered by the panel. The information Paul brought on academic standards was great.
Santa Barbara City	15	Administrators Classified staff Faculty		The signal from OCC was too weak for us to receive. We were not able to view the workshop
Santa Rosa J.C.	1	Administration		
Sequoias, College of				Staff could not travel 4 hrs. to site.

ORANGE COAST COLLEGE

2701 Fairview Road, P.O. Box 5005, Costa Mesa, CA 92628-5005 (714) 432-0202 DAVID A. GRANT, PRESIDENT

May 13, 1992

Karen Mahaffey
Operations Coordinator, KOCE
15751 Gothard Street
Huntington Beach, CA 92647

Dear Karen:

Thank you so much for your outstanding cooperation, professionalism and follow-through with the California Community College Vocational Education Teleconference on Tuesday, May 5. Working with you was great because you were thorough, reliable and attentive to details. However, because as I gather, this was a first statewide teleconference for KOCE with the 107 California community colleges, I need some information from you which is spelled out in this letter.

First the ACCOLADES: You, Don Sinex, Bob Holden, Roger Genereux, Terry Otto, Todd Markel, and the many other staff members whose names I don't have, from the make-up artist who (according to all featured professionals) made the panelists look good, to the camera persons on the floor, the graphics artist display person and on and on and OF COURSE, Xavier Garcia were wonderful. You were patient, accommodating and gracious. It was the best of all worlds! The studio and the staff were all very professional.

The program was difficult, as I assured you it would be from the outset. The Chancellor's Office, California Community Colleges scheduled the teleconference as late as possible to incorporate last minute rulings and decisions as they were available. I thought they were remarkable! However, from a production standpoint, this became a nightmare. Graphics/ visuals, corrections and additions were still becoming available on Monday. Again, Xavier and the rest of the KOCE' staff responded with patience and the cooperative spirit.

The major disappointments were in the technical area. I talked with you, Don Sinex and Xavier following the teleconference. However, that was really too soon to assess the situation. All of us were responding based on the immediacy of the situation. I need a careful analysis from the technical view from you, the KOCE staff and outside consultants to make recommendations for future teleconferences. The technical problems which were cited were:

1. Poor or no reception, one of which was Santa Barbara City College which was a Regional Workshop site, has qualified technical staff, repeatedly receives the Chancellor's Hour and other community college teleconferences and indicated the problem was with transmission.
2. Telephone call feedback noise on the air.
3. No monitor available for the live stuido audience which meant these participants were provided with only portions of the presentations.

Alfred P. Fernandez, Ph.D., Chancellor

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ERIC Clearinghouse for Junior Colleges

Karen, it would help to have an objective response from KOCE staff to incorporate into the final project report and future recommendations which will be utilized by the COCCC and subsequent project directors as a means for improving future teleconferences.

The video tape order is enclosed along with mailing labels which also indicate the quantity to be sent to each requesting individual/agency. It is essential that I receive a billing for tapes and mailing dated prior to May 30 which is when project funding ends. It may be prudent to do an over run of one dozen tapes to service late requests. Please include these and estimated postage in the bill.

The last item is the bill. I received your fax of the bill and although it is clear, there are some discrepancies which I don't understand. You and I had talked about the costs being about $5,000 based on your estimate. This was a competitive price with other community college stations with the capability of producing a statewide teleconference. Additional itemized costs not included in the bid were for the Director - $700, Videotape Stock - $181 and Coffee $10 (which I requested you bill for). Costs not accounted for are $800 to $900. This is based on what other college studios include in their base costs, i.e. director, tape production. I would appreciate your review of the bill to verify the accuracy. This is important, Karen, because as I explained, projects which sponsor teleconferences are on fixed budgets and must make decisions based on competitive costs as well as production/transmission quality.

As I understand, this was a first statewide teleconference for KOCE with California community colleges. I am sure developing an understanding of the capabilities and settings for 107 colleges and the contrast with PBS is not a simple task. I am sure KOCE and Golden West College are as anxious to learn from the experience and look toward the future as are the COCCC, Orange Coast College (the project contractor) and the project.

Again, however, to end on a positive note, working with you and the staff and free lancers for KOCE was positive and relatively pain free. Thanks for your efficiency and great attitude. I hope your volley ball injury has healed!

Sincerely,

Shirley McGillicuddy
Subcontractor to Orange Coast College

cc R. Chard
K. Perry
P. Stanley

ERIC Clearinghouse for
Junior Colleges

AUG 14 1992